

# GUIDE TO SUCCESS!



## How to Get the Most Value From Your Chamber!

Your Chamber Membership is a lot like going to the gym. If you only go once—even if you work out really hard for three hours—it's not going to change your health much. But if you exercise 20 minutes a day for a few weeks, you'll notice improvement. After several months, you'll gain muscle and develop endurance. You're on the road to a better you!

The same is true for networking. Building solid relationships takes time. We know your time and money are valuable. Our goal is to ensure you've invested wisely. This guide will help you make the most of your Membership.

## About The Chamber

We're known as one of the friendliest chambers in the Metroplex, and we're super proud of that. We work hard to create a welcoming environment where business, industry and community can meet, get to know each other and work together. Inside this guide, you'll find how to plug-in, where to network and how to promote your business. We are confident you'll connect with our regional community in a way that benefits your business.

## Our Core Values

**Mission:** Create, promote and enhance opportunity and growth for the business community.

**Vision:** Positively impact leadership, stewardship and business relationships through collaboration for all communities in our Metroport region.

**Value:** Through leadership and integrity we promote unity and excellence.



# NETWORKING & PROFESSIONAL DEVELOPMENT

The Chamber brings together a wide spectrum of businesses, from Fortune 500 companies to medium-sized organizations to start-ups and small proprietorships. No other avenue in our region provides such a concentrated medium to network face-to-face with local business professionals and community leaders.

For details on the following events and programs, please see the **Event Overview & Line-up**.

## Networking Activities

Ambassadors  
Business Builder Networking Coffees (FREE)  
Membership Luncheons  
Membership Mixers (FREE)  
Ribbon Cuttings (FREE)  
Travel / Trip

## Professional Development

Emerging Leaders of Metroport  
Regional Advantage Leadership Program  
Women in Business

## Signature Events

Alliance Development Forum  
Golf Classic  
Lone Star Legislative Report  
Metroport Business Awards  
The Taste of the Region

## How to Register

**Weekly eNews / Event eBlasts**

**MetroportChamber.org**

**MemberPlusApp**

**817-837-1000**

## FREE MemberPlus App - A Social Media Group for Chamber Members!

**Member Directory:** Be sure your Member Profile is updated (same as Online Directory).

**Connect with Members:** Call or email Members directly from the app.

**Member Locator:** Find Members closest to you while on the go.

**Community Feed:** Post news & updates from your business. Need a resource or vendor? Looking for a contractor or freelancer? Post what you're looking for in the Community Feed. Use this tool to directly communicate with all Members.

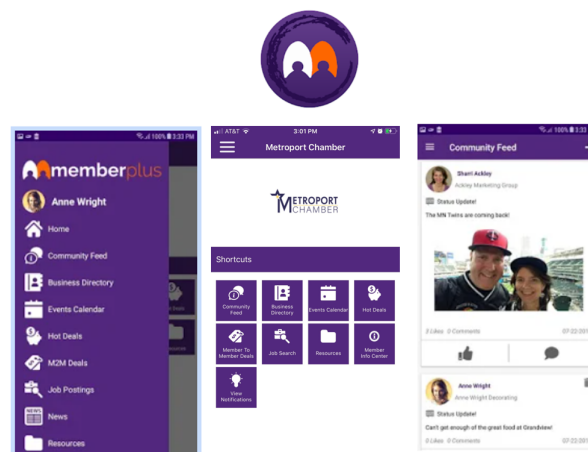
**Events:** Discover upcoming networking events & register.

**Hot Deals:** Post your latest offer! Find deals you can use.

**Member to Member Deals:** Exclusive Members-only discounts!

**Job Posts:** Promote your job opportunities for Members to see.

**Download:** Find the "MemberPlus" app in the iOS or Google Play app stores. Direct links to the app can be found at MetroportChamber.org.



# ANNUAL MARKETING OPPORTUNITIES

As a Chamber Member, you automatically enjoy our Members-only referral policy. And, there are several occasions when we will recognize your business as a New and Renewing Member each year. In addition, we provide a variety of opportunities to increase name recognition and awareness of your business, product or service to fellow Members and the region. Several Membership levels include these promotional options as annual benefits:

<b><u>Marketing Opportunity</u></b>	<b><u>Basic Level</u></b>	<b><u>Business Level</u></b>	<b><u>Advisory Partner</u></b>	<b><u>President's Circle Partner</u></b>	<b><u>Chairman's Circle</u></b>
MemberPlus App	•	•	•	•	•
Business Cards in Chamber Lobby	•	•	•	•	•
Online Directory Listing on MetroportChamber.org	•	•	•	•	•
Enhanced Directory Listing - Add logo, pics, marketing points & more		•	•	•	•
Banner ad (480x60 pixels) in Online Directory				Category Page	Directory Search Page
Chamber Marketplace ad (300x150 pixels) in Monday morning eNews (1,200+ list / 4 week insertion)	\$200	1	2	3	5
Market Table at Membership Luncheon	\$125	1	2	3	4
Mailing Labels for Chamber Membership - All Representatives (1,200+ list)	\$100	\$100	1	2	3
Ribbon Cuttings / Ground Breakings for new business, new ownership or major remodel	\$125	•	•	•	•
Official Chamber Name Badge	\$15	\$15	1	2	3

## **Additional Marketing Opportunities**

**Event Sponsorships** - A variety of event types and audiences are available to sponsor. Please see the Sponsorship Opportunity Guide for details and how to receive yearlong promotional benefits.

**Publications** - Advertise in the Chamber's annual Regional Community & Business Resource Guide.



# 10 STEPS FOR STAYING CONNECTED

1. Update your **Member Profile** as an individual and for your company/organization. Username & password are sent by email to all approved members.
2. Download the **MemberPlus App**. Add a Hot Deal. Make a post in the community feed.
3. Add "MetroportInfo@MetroportChamber.org" and "MetroportEvents@MetroportChamber.org" to your **approved senders list**.
4. Place **business cards** in the Chamber lobby.
5. **Determine annual objectives** for your Chamber Membership. Make more contacts? Promote your business? Professional development? Corporate goodwill? Become a regional leader?
6. **Identify opportunities** that best match your objectives, time and budget. Choose one program, event or marketing opportunity each month to pursue.
7. Do you have a new business, new management or a remodel? Schedule a **Ribbon Cutting** ceremony.
8. Attend a **Business Networking Coffee**, a FREE Member benefit. Held on the third Wednesday of the month, these networking coffees are a smaller setting to meet and connect with fellow Members.
9. Attend your first **Membership Luncheon**. Meet fellow new Members. Give your 10-sec elevator pitch.
10. **Volunteer!** Consider joining the Ambassadors, a group of pro-Chamber volunteers who meet and greet new Members and new businesses to the region.

## LOOK FOR CHAMBER UPDATES!

The Chamber communicates to its Members through the following venues. Be sure to follow for the latest opportunities!

1. **Chamber Latte: Your Monday Morning eNews** - Weekly eNewsletter delivered to your Inbox at 7 AM every Monday morning. If you do not receive this, please contact the Chamber.
2. **Member Information Center** - Two ways to access:
  - Member Login via desktop computer at MetroportChamber.org
  - MemberPlus app via mobile device
3. **Social Media**
  - Facebook.com/MetroportChamber
  - LinkedIn.com/company/metroport-chamber
4. **MetroportChamber.org** - Blog posts, event details and registration

*Should you have any questions, please contact the Membership Services Manager at 817.837.1000 ext 103 or email MetroportInfo@MetroportChamber.org. We are happy to help!*

